

## **Specification**

### **INTRODUCTION**

Applicant name: Timothy Raymond Cronin

Citizenship of applicant: United States of America

Residence of applicant: Columbia County, Wisconsin, USA

Title of Invention: Certified Protection From

Subliminal Content For Recordings

### **CROSS-REFERENCE TO RELATED APPLICATIONS**

Not Applicable

### **STATEMENT REGARDING FEDERALLY SPONSORED RESEARCH OR DEVELOPMENT**

Not Applicable

### **REFERENCE TO SEQUENCE LISTING, A TABLE, OR A COMPUTER PROGRAM LISTING COMPACT DISK APPENDIX**

Not Applicable

### **BACKGROUND OF THE INVENTION**

0001) The sales of audio and video recordings have been declining due to theft of the information contained in those recordings. Theft which was enabled by widespread use of new technologies. My invention aims to increase the sales of audio and video recordings by adding a value to those recordings which cannot be easily copied

0002) I am not aware of a prior art of this type in

## **Specification (contd.)**

the recording industry. Other sellers of consumer products, such as foods, soaps, and pharmaceuticals, have long used relative better purity as a selling point for their products.

### **BRIEF SUMMARY OF THE INVENTION**

0003) Certified verifiably subliminal-free audio and video recordings. That is, recordings offered for sale which are certified to contain only that information which is not meant to pass unnoticed into the subconscious of a person or of persons listening to or viewing the recording. By offering such certified recordings for sale, the recording industry might increase sales of their products.

### **BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWING**

Not Applicable

### **DETAILED DESCRIPTION OF THE INVENTION**

0004) Production of audio, or audio and video, or video recordings in a secure production environment and using verified subliminal-free master recordings in such a way as to make it possible for the manufacturer of copies of a recording or recordings to be able to certify that the recording or recordings so produced will be verifiably free of so-called subliminals. That is, free of information included in the recording or recordings which is not meant

### **Specification (contd.)**

to be consciously perceptible by the average person who might listen to, listen to and view, or view the recording or recordings.

0005) This invention differs from other attempts to reduce theft of the intellectual property content of recordings. It does not do this by adding information in either the form of security features or extra-value content to copies of recordings. Nor does it do so by reducing the price of the recordings. But by certifying that copies' content is verifiably free of a specific class of information, inherent theft-resistant value is added to each copy.

0006) I perceive that the best method for my invention to be implemented by the recording industry would be for that industry to verify the exact content of information which it intends to make copies of. To protect that information so that no additions can be made to it. Then to securely control the production of recorded copies of that information: and to do so in a way that allows manufacturers of those recordings to certify that each copy would be verifiably free of any information which is not overtly and clearly specified as being part of the contents of each copy.